



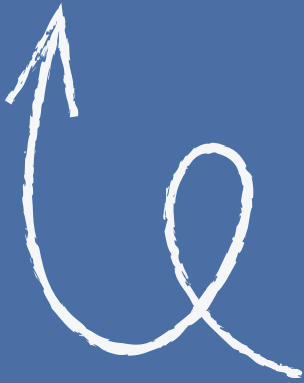
 Indiana Sky Pics

# How to Choose the Right Media Package for Every Listing



# Why Your Media Package Matters

Choosing the **right media package** is crucial; it shapes first impressions and enhances property visibility, ultimately impacting sales decisions in today's competitive market.





# The 3 Questions to Ask for Every Listing

Before you pick a package, ask:

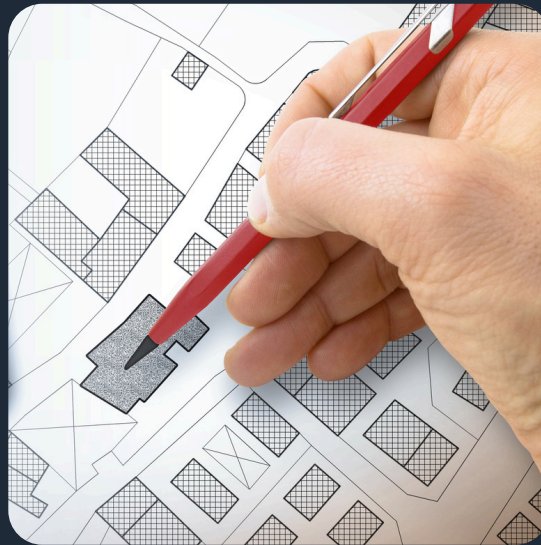
## 1. Price Point

- Under  
~\$300,000
- \$300,000–  
\$600,000
- \$600,000+ /  
luxury / unique



## 2. Competition

- How many similar homes are on the market?
- Are you up against renovated, staged, or new construction?



## 3. Expectations & Brand

- Is the seller expecting “premium” marketing?
- Is this a listing you’ll use to build your personal brand?



# Indiana Sky Pics: Free Throw Package

## USE IT WHEN:

- PRICE IS UNDER ~\$300,000
- STANDARD LAYOUT, TYPICAL NEIGHBORHOOD
- YOU NEED CLEAN, PROFESSIONAL COVERAGE WITHOUT OVERBUILDING THE MARKETING



## YOU GET:

- INTERIOR + EXTERIOR PHOTOS
- 5 DRONE PHOTOS
- FLOOR PLAN
- SOCIAL MEDIA REEL

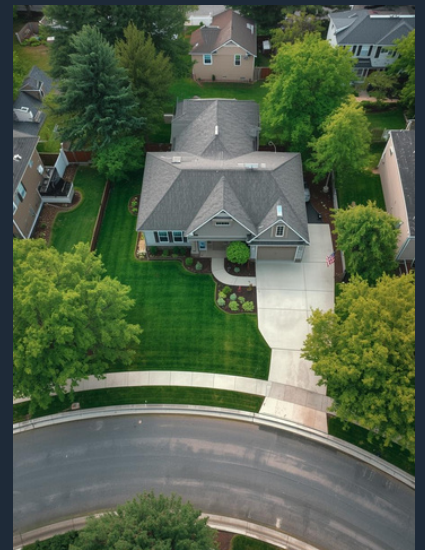
*Best for: Solid, everyday listings in average-competition areas*



# Indiana Sky Pics: 3 Pointer Package

## USE IT WHEN:

- PRICE IS ~\$300,000–\$600,000
- COMPETITIVE SUBURB OR HOT NEIGHBORHOOD
- YOU WANT BUYERS TO REALLY UNDERSTAND THE LAYOUT



## YOU GET (ON TOP OF PHOTOS/DRONE):

- ZILLOW 3D TOUR
- FLOOR PLAN

*Best for: Mid-range homes where online engagement matters*

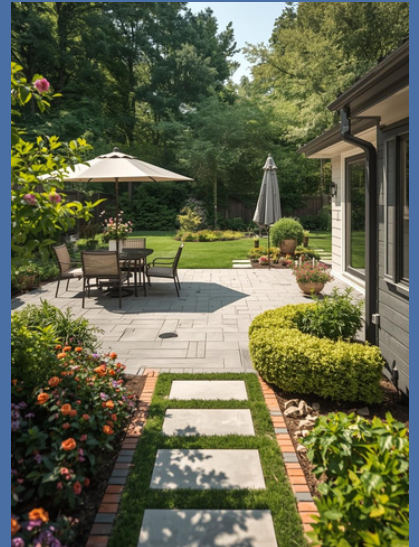




# Indiana Sky Pics: Showingtime Package

## USE IT WHEN:

- MID- TO UPPER-RANGE HOMES
- RELOCATION OR OUT-OF-TOWN BUYERS
- YOU WANT IMMERSIVE MEDIA WITHOUT GOING ALL-IN ON VIDEO + TWILIGHTS



## YOU GET:

- ZILLOW 3D TOUR
- 5 DRONE PHOTOS

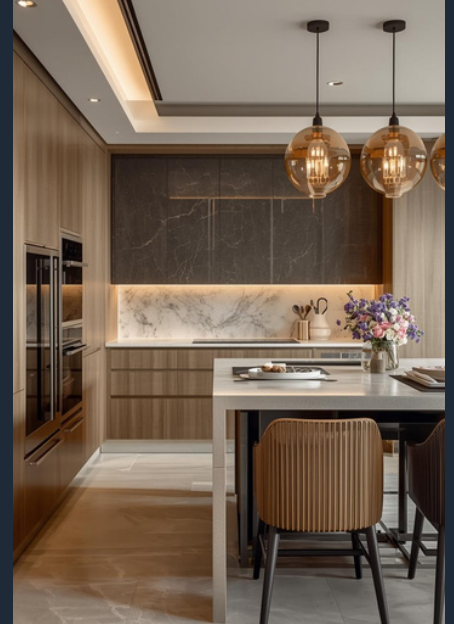
*Best for: Listings that need more than photos, but not a full Slam Dunk*



# Indiana Sky Pics: Slam Dunk Package

## USE IT WHEN:

- PRICE IS \$600,000+ OR TRULY UNIQUE
- CUSTOM BUILDS, ACREAGE, HIGH-END FINISHES
- SELLER EXPECTS A PREMIUM MARKETING PLAN



## YOU GET:

- 10 DRONE PHOTOS
- MATTERPORT-STYLE 3D TOUR
- MARKETING/SOCIAL VIDEOS
- 4 VIRTUAL TWILIGHT PHOTOS
- DELUXE FLOOR PLAN

*Best for: Luxury, unique,  
or high-pressure listings*



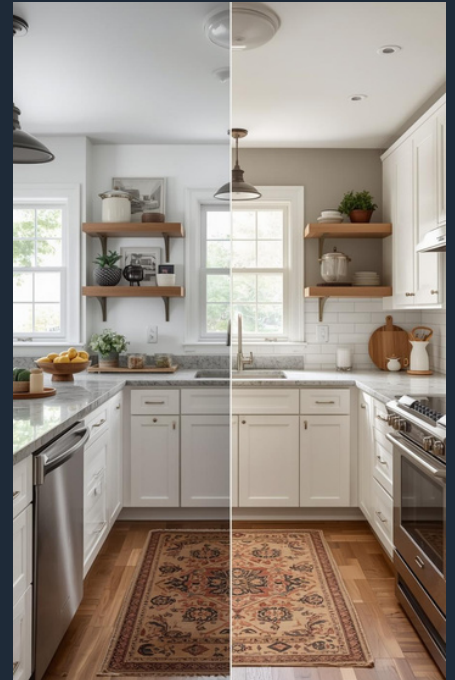
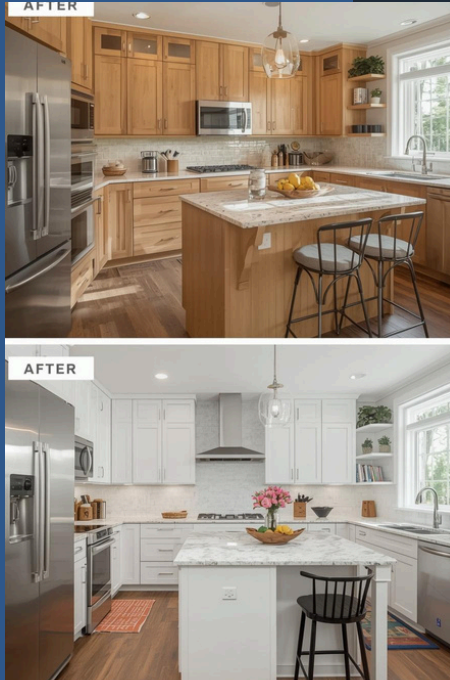
# Indiana Sky Pics: Lay-Up Packages

## LAY-UP BEFORE:

- DOCUMENT THE "BEFORE" CONDITION
- GREAT FOR COMING-SOON AND PROGRESS CONTENT
- INCLUDES RAW VIDEO + DELUXE FLOOR PLAN

*Use these when:*

- *You or your investor want powerful before/after stories*
- *You want content for social and future listing presentations*



## LAY-UP AFTER (REQUIRES BEFORE):

- BEFORE/AFTER VIDEO
- 5 DRONE PHOTOS

*Best for: Flips, renovations, and dramatic transformations*





# Quick Decision Guide

Choosing the right media package can streamline your listings and maximize exposure. This guide offers a straightforward framework to match properties with ideal marketing solutions.

🔢 Use this as your fast filter:

- Under ~\$300,000, average competition→ Free Throw
- \$300,000–\$600,000, competitive area→ 3 Pointer or Showingtime
- \$600,000+ or luxury/unique→ Slam Dunk(+ Lay-Up Before/After if it's a renovation story)
- Flip or renovation with big transformation→ Lay-Up Before + Lay-Up After(+ photos package when ready to list)



# Contact Indiana Sky Pics



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www.indianaskypics.com

## *Not Sure Which Package Fits?*

*For your next listing, send us:*

- *Property address*
- *Approximate list price*
- *Any special features (acreage, luxury finishes, renovation, etc.)*

*We'll recommend the right package in under 5 minutes.*

